ORDER

165872 Order / Rev: **Orders** Alt Order #: 06311346 SEIU Product Desc: Estimate: 1765 WDJT-TV-LP Flight Dates: 09/12/12 - 09/19/12 Primary AE: Matthew Norten Original Date / Rev: 09/11/12 / 09/11/12 Sales Office: **HDC** Order Type: **GENERAL** Sales Region: NAT Name: **Waterfront Strategies** Agency **Buying Contact:** Shira Levy Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% **Advertiser** Name: Issue/S.E. I. U. A35+ New Business Thru: Demographic: PF School **Product Codes:** Order Separation: 00:15:00 POL Advertiser External ID: Priority:

Rill Plan

Dill Flair				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	43	\$38,550.00	\$32,767.50

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$38,550.00	\$32,767.50	0.00
Totals	43	\$38,550.00	\$32,767.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

AGY, POL, ISS

Order Share	Share	Total
WDJT-TV-LP	22%	\$38,550.00
Market	100%	\$175,227.27

Revenue Codes:

Competitive Share	Share	Totai
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	29%	\$50,815.91
WITI	28%	\$49,063.64
WMLW-	1%	\$1,752.27
WPXE	0%	\$0.00
WTMJ	20%	\$35,045.45
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln (Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ë 1 V	NDJT	09/12/12	09/14/12	Price Is Right 10a	a-11a CM	10a - 11a	WTF	:30	2	\$600.00P-1	0.00 NM	2	\$1,200.00
				Price is Right 10a	a-11a								
Р	RICE IS	RIGHT											
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 09/1	0/12	09/16/12	WTF	2	\$600.00	0.00						
E 2 V	VDJT	09/12/12	09/14/12	Letterman 1035p	-1135pCM	1035p-1135p	WTF	:30	2	\$300.00P-1	0.00 NM	2	\$600.00
				Letterman 1035p	-1135p								
D	AVID L	ETTERM	AN										

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WDJT-TV-LP

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 2 WDJŤ	09/12/	12 09/14/12	Letterman 1035p		1035p-1135	WTF	:30	2	\$300.00P-1	0.00 NM	2	\$600.00
DAVID	LETTER	PR#∆NI	Letterman 1035p	-1135p								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	WTF	2		0.00	_					
E 3 WDJT	09/12/	12 09/14/12	Y&R 11a-12p	CM	11a - 12p	WTF	:30	3	\$600.00P-1	0.00 NM	3	\$1,800.00
VOLIN	G & RES	TIECC	The Young & the	Restless 11a) - '							
	o & κ⊏ο art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	WTF	3		0.00						
E 4 WDJT		12 09/14/12	News at Noon	СМ	12p-1230p	WTF	:30	1	\$200.00P-1	0.00 NM	1	\$200.00
			News at Noon								ľ	
	NEWS		Mookdovo	Cnote Milank	Data	Datina						
<u>ા</u> Week: 09	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
			Doctor 2p-3p	CM	2p-3p	WTF	:30	2	\$200.00P-1	0.00 NM	2	\$400.00
			Doctors 2p-3p									•
DOCTO												
	art Date	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
Week: 09/			Dr. Phil 4p-5p	CM	4p-5p	WTF	:30	2	\$500.00P-1	0.00 NM	2	\$1,000.00
E 6 VVD31	03/12/1	12 03/14/12	Dr. Phil 4p-5p	OW	тр-ор	****	.50	_	Ψ500.001 -1	0.00 (414)	2	Ψ1,000.00
DR. PH	IIL									Í		
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	WTF	2	,	0.00	.20		£4 000 00D 4	0.00 NM	2	#2 000 00
E 7 WDJT	09/12/1	2 09/14/12	Jeopardy 6p-630p 6p-630p/Jeopardy		M-F 6p-630p	WTF	:30	2	\$1,000.00P-1	0.00 NM	2	\$2,000.00
JEOPA	RDY		ор-осориосорию,	,								
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	WTF		\$1,000.00	0.00			******	0.00.101	_	****
E 8 WDJT	09/12/1	2 09/14/12	Morning News M- M-F 6a - 7a	F 6a - 12M	6a-7a	WTF	:30	2	\$100.00P-1	0.00 NM	2	\$200.00
CBS 58	MORNII	NG NEWS	IVI-r ba - /a									
	rt Da <u>te</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	WTF	2	********	0.00						
E 9 WDJT	09/12/1	2 09/14/12	Wheel of Fortune	630p- ₹ \$M	M-F 630p-7p	WTF	:30	2	\$1,000.00P-1	0.00 NM	2	\$2,000.00
WHEEL	OF FOR	OTI INE	630p-7p/Wheel									
	rt Da <u>te</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	WTF		\$1,000.00	0.00						
E10 WDJT	09/12/1	2 09/14/12	CBS Mrning Nws	M-F 7-8M	7a-9a	WTF	:30	1	\$100.00P-1	0.00 NM	1	\$100.00
			CBS This Morning	g M-F 7a-9a						Ī		
	IIS MORI	NING End Date	Weekdays	Spots/Week	Rate	Rating						
<u>51a</u> Week: 09/		09/16/12	WTF	1	\$100.00	0.00						
E 11 WDJT			Let's Make a Deal	9a-10@M	858a-10a	WTF	:30	2	\$350.00P-1	0.00 NM	2	\$700.00
			Let's Make a Dea	l 9a-10a						ļ		
	IAKE A D		104s stedens	Spots/Week	Pata	Rating				1		
<u>Sta</u> Week: 09/	rt <u>Date</u>	End Date 09/16/12	<u>Weekdays</u> WTF	<u>Spois/vveek</u> 2	<u>Rate</u> \$350.00	0.00						
E 12 WDJT				CM	Fri 7p - 8p	1	:30	1	\$2,000.00P-1	0.00 NM	1	\$2,000.00
			Undercover Boss									
	COVER				. .	.						
	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00				!		
Week: 09/ E 13 WDJT		09/16/12			Mo 9p - 10p	1	:30	1	\$2,000.00P-1	0.00 NM	1	\$2,000.00
C (2 AAD3)	∪ 3/1///	<u> . UUIIIII</u>	Hawaii Five-O	O.VI	40 .00	_		•	,		•	,
HAWAII	FIVE-0											
	rt <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	1		\$2,000.00	0.00 1	:30	1	\$3,200.00P-1	0.00 NM	1	\$3,200.00
E 14 WDJT	09/16/1	2 09/16/12		CM	6p - 7p		.30	1	ψυ, ∠υυ.υυ Γ-Ι	O'OO IAINI	1	ψ0,200.00

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WDJT-TV-LP

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1765

Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
				Su 6p - /p 60 Minutes									
6	O MINU					_							
We	<u>Star</u> ek: 09/1	<u>t Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> 1	Spots/Week	Rate \$3,200.00	Rating 0.00						
				CBS Sunday Mo		8a-930a	1	:30	1	\$1,200.00P-1	0.00 NM	-1	\$1,200.00
	N 181 840	DAUNO	/EACENIATI	CBS Sunday Mo	rning							72	, ,,
5		rning t Date	/FACENATI End Date	ON <u>Wee</u> kdays	Spots/Week	Rate	Rating						
We	ek: 09/1		09/16/12	1	1		0.00						
E 16 V	WDJT	09/16/1	2 09/16/12	Su 8p - 9p	СМ	8p-9p	1	:30	1	\$2,000.00P-1	0.00 NM	1	\$2,000.00
G	SOOD V	VIFEFT	C: SEP30/1:	The Good Wife									
_		t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/1		09/16/12	1		\$2,000.00	0.00			******			
E1/ V	MDJT	09/13/1	2 09/13/12	Th 8p - 9p Big Brother 14	CM	Th 8p - 9p	1	:30	1	\$3,000.00P-1	0. 00 NM	1	\$3,000.00
В	IG BRO	THER											
Mala		t Date	End Date 09/16/12	Weekdays 1	Spots/Week 1	Rate	Rating 0.00						
-	ek: 09/1 MDJT		2 09/18/12		CM	\$3,000.00 Tu 7p - 8p	-1	:30	1	\$2,400.00P-1	0.00 NM	1	\$2,400.00
L 10 •	1001	00/.0/	2 00/10/12	NCIS	0	ia ip op	-	.00	•	Ψ2,400.001	0.00 14141	'	Ψ2,400.00
N	CIS	D-1-	E- 1 D-4-	Madadasa	Constantinate	Data	Detine						
Wee	<u>5tan</u> 24: 09/1	<u>t Date</u> 7/12	End Date 09/23/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$2,400.00	Rating 0.00						
			2 09/14/12	M-F Late News	CM	10p-1035p	WTF	:30	2	\$1,200.00P-1	0.00 NM	2	\$2,400.00
-	ENLAT 4	ODM		M-F Late News									
11	EN AT 1 Start	: Date	End Date	Weekd <u>ays</u>	Spots/Week	Rate	Rating						
Wee	ek: 09/1		09/16/12	WTF		\$1,200.00	0.00						
E 20 V	VDJT	09/12/1	2 09/14/12	M-F 5pm News	CM	5p-530p	WTF	:30	3	\$350.00P-1	0.00 NM	3	\$1,050.00
58	NEWS	S AT 5P	М	M-F 5pm News							J		
		Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	k: 09/1		09/16/12	WTF	3	\$350.00	0.00	-20		#2.000.00 P.4	0.00.104	4	** ***
E 21 W	ADD I	09/12/1	2 09/12/12	Wed 7p - 8p Big Brother 14	СМ	7p - 8p	1	:30	1	\$3,000.00P-1	0.00 NM	1	\$3,000.00
ВІ	IG BRO	THER									1		
101	Start		End Date 09/16/12	<u>Weekdays</u> 1	Spots/Week	Rate \$3,000.00	Rating 0.00						
	k: 09/10		•••	Price Is Right 10a		10a - 11a	MTW	:30	1	\$600.00P-1	0.00 NM	1	\$600.00
				Price is Right 10a					-	**********			*******
PF	RICE IS			No.	Cooks (Mosely	Data	Detina						
Wee	<u>Start</u> k: 09/17	<u>Date</u> 7/12	End Date 09/23/12	<u>Weekdays</u> MTw	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
_			2 09/19/12	Letterman 1035p-	1135p CM	1035p-1135p	MTW	:30	1	\$300.00P-1	0.00 NM	1	\$300.00
D.	AL // D / F		4441	Letterman 1035p	-1135p								
DF	AVID LE <u>Start</u>		End Date	Week <u>days</u>	Spots/Week	Rate	Rating						
Wee	k: 09/17		09/23/12	MTW	1	\$300.00	0.00						
E 24 W	VDJT (09/17/12	2 09/19/12	News at Noon	СМ	12p-1230p	MTW	:30	1	\$200.00P-1	0.00 NM	1	\$200.00
CE	3S 58 N	IFWS A	T 12	News at Noon							- }		
0.	Start		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 09/17		09/23/12	MTW	1_	\$200.00	0.00						
E 25 W	/DJT (09/17/12	2 09/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTW	:30	1	\$500.00P-1	0.00 NM	1	\$500.00
DF	R. PHIL			ы. г ин тр-о р							ı		
	Start		End Date	Weekdays	Spots/Week	Rate	Rating				1		
	k: 09/17		09/23/12	MTW	1 CM	\$500.00 M-F 6p-630p	0.00 MTW	:30	1	\$1,000.00P-1	0.00 NM	1	\$1,000.00
E 20 W	יוטון (J9/ [/ /] Z	. US/18/12		OW	M-OOOD	1-1 TV	.00	'	ψ1,000.001 -1	0.00 IAIAI	'	Ψ1,000.00

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Totals

43

\$38,550.00

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09/12/12 - 09/19/12

Product Desc:

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SEIU 1765 WDJT-TV-LP

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Jeopardy 6p-630p 6p-630p/Jeopardy **JEOPARDY** End Date Weekdays Spots/Week Start Date Rating Rate 09/23/12 MTW----Week: 09/17/12 1 \$1,000.00 0.00 E 27 WDJT 09/17/12 09/19/12 Wheel of Fortune 630p-72M M-F 630p-7p MTW----:30 1 \$1,000.00P-1 0.00 NM 1 \$1,000.00 630p-7p/Wheel WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rating Rate 09/23/12 MTW----Week: 09/17/12 1 \$1,000.00 0.00 E 28 WDJT 09/17/12 09/19/12 CBS Mrning Nws M-F 7-8M MTW----:30 7a-9a \$100.00P-1 0.00 NM \$100.00 CBS This Morning M-F 7a-9a **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating MTW----Week: 09/17/12 09/23/12 \$100.00 0.00 E 29 WDJT 09/17/12 09/18/12 M-F Late News MT----CM 10p-1035p :30 2 \$1,200.00P-1 0.00 NM 2 \$2,400.00 M-F Late News TEN AT 10PM Start Date End Date Weekdays Spots/Week Rate Rating MT----2 \$1,200.00 0.00 Week: 09/17/12 09/23/12